



LAURA ACTON

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PROFILE

Hello and thank you for reading this resume! My name is Laura and I'm a multi-disciplinary creative professional based in Corvallis, Oregon. I primarily specialize in graphic design, photography, and social media management and content creation.

In my 11 year career, I've worked with clients in a variety of industries including: restaurants, breweries, hospitality and hotels, realtors and real estate, biotech, retail, and nonprofits. I am currently accepting new clients!

Creative problem solving is my passion. I create whatever my clients need with efficiency. I aim to create beautiful visual solutions that drive results and increase positive outcomes. I have ample experience creating solutions for print, web, social media, email marketing and more.

APPLICATION SKILLS

Adobe Illustrator	Hubspot
Adobe Photoshop	Mailchimp
Adobe Lightroom	Meta Business Suite
Adobe Indesign	Microsoft Powerpoint
Adobe Acrobat	Microsoft Word
Adobe Premiere	Wix

DESIGN & SOFT SKILLS

Typography	Effective Communicator
Layout	Time Management
Color Theory	Multi Tasker
Print & Web	Meticulously Organized
Photo Editing	Customer Service
Copywriting	Compassionate

EDUCATION

San Diego State University

Bachelor of Arts with emphasis in Graphic Design.
May 2015.

PROFESSIONAL EXPERIENCE

Freelance Creative Director

ROLE: Graphic Designer, Photographer, Social Media Manager.

As a visual communicator specializing in graphic design, photography, and social media content management, I blend creativity with strategy to bring my client's ideas to life. My passion lies in crafting compelling visuals that capture, and keep, your customer's and audience's attention.

To every project and client partnership, I bring:
11 years of graphic design experience across print, web and more.
6 years of social media and content management experience.
5 years of event photography, portraiture, and brand photography.

The GraphicWorks

ROLE: Graphic Designer, 2015-2026. Montara, Ca.

I conceptualized and designed print and web assets including but not limited to: promotional materials (flyers, brochures, advertisements, posters, business cards, menus), packaging and labels, email marketing campaign layouts, apparel, stationary, web design, and logo and brand design.

I completed work for a variety of clients and industries including but not limited to: restaurants, breweries, hospitality and hotels, realtors and real estate, biotech, retail, and nonprofits. On average, I was managing 5-25 projects simultaneously. I worked both independently and collaboratively with the owner of our studio.

ROLE: Social Media/Marketing Manager for HMB Brewing Co. 2020-2026. El Granada, Ca.

Through a partnership between the GraphicWorks and Half Moon Bay Brewing Co., I took on the role of Social Media and Marketing Manager for Half Moon Bay Brewing Co. I managed and created content for all social media posts across Instagram, Facebook, and Twitter. I created 5-7 posts per week, including captioning and copywriting. I was responsible for capturing, editing, and finalizing all photo and video content for said social channels.

While managing these accounts, I increased engagement and nearly tripled our Instagram follower count, with 4,000 followers at the start to 11,500 followers when I left the role. HMB Brewing Co. saw revenue increases during my tenure in this role, despite Covid lock downs and restricted business operations from 2020-2022.

CURRENTLY ACCEPTING CLIENTS REMOTELY OR LOCALLY IN THE CORVALLIS AREA AND SURROUNDING CITIES.